

RECEIVED
CENTRAL FAX CENTER

OCT 06 2003

REMARKS

Claims 1-25 have been allowed, claim 26 was indicated as allowable if rewritten to overcome a Section 112 objection, and claims 30-34 were indicated as allowable if rewritten in independent form including the limitations of the base claims and any intervening claims.

This application is being amended to place it into condition for allowance. Claims 27-29 are being cancelled without prejudice, antecedent basis for "visible position" is being corrected and claims 30-34 are being amended as proposed. Therefore, allowance of claims 1-26 and 30-34 is respectfully requested.

No additional fees are believed to be due for filing this paper. However, if any additional fees are due, please charge them to deposit account no. 17-0055.

Respectfully submitted,
BRUCE R. KERN, ET AL.



John D. Franzini
Reg. No. 31,356
Attorney for Applicant(s)
Quarles & Brady
411 East Wisconsin Avenue
Milwaukee, Wisconsin 53202-4497
Tel. No. (414) 277-5000

QBMKE5105487.1

4

OFFICIAL

Amended Claims Marked As Amended, USSN 10/039,098

26. The sign of claim 25, wherein said signal device is activated by moving the warning sign to [the] a visible position.

30. A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia;

a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed;

[The sign of claim 29,] wherein said warning sign is pivotally connected to said housing and wherein said warning sign is substantially vertical when concealed by said housing.

32. A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia;

a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed;

[The sign of claim 29,] wherein the shelf mounting bracket includes a hinge for pivotally connecting the housing to the shelving.

33. A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia;
a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed;

[The sign of claim 29,] further including a signal device capable of providing at least one of an audible signal and a visual signal when the warning sign is visible.